

A M E N D M E N T S   t o   t h e   C L A I M S

A detailed listing of all claims that are, or were, in the present application is provided below. The status of each claim is identified. Markings indicate any changes that have been made to claims being currently amended by this Amendment.

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1. (ORIGINAL) A method for gathering marketing information from a player, the method comprising:
- (a) transmitting a marketing question to a player proximate in space to a compensation dispensing machine;
  - (b) receiving a response to said marketing question from the player; and
  - (c) transmitting, to the compensation dispensing machine, a signal to compensate the player.
2. (ORIGINAL) The method according to claim 1, further comprising:
- (d) receiving player information.
3. (ORIGINAL) The method according to claim 2, wherein said player information comprises a gambling history of the player.
4. (ORIGINAL) The method according to claim 2, wherein said step (d) comprises at least one of:
- (1) receiving a player identifier;
  - (2) using said player identifier to access player information from a database;
  - (3) identifying said marketing question appropriate for the player;
  - (4) determining an appropriate time to ask said marketing question; and
  - (5) transmitting said marketing question to the player at said appropriate time.
5. (ORIGINAL) The method according to claim 4, wherein said appropriate time is at least one of:
- a time when there is no interruption;
  - a time when the player is losing;

a time when a reel is spinning; and  
a time when a coin is dropping.

6. (ORIGINAL) The method according to claim 1, further comprising:  
(d) receiving a marketing question and a marketing pool definition.

7. (ORIGINAL) The method according to claim 6, wherein said step (d) comprises at least one of:

- (1) prioritizing a plurality of players;  
(2) choosing a highest priority player of said plurality of players;  
(3) identifying a player not already slated to participate in a different marketing program of said plurality of players;  
(4) identifying a player of said plurality of players having a losing gambling history and satisfying said marketing pool definition;  
(5) receiving a marketing question identifier; and  
(6) using said marketing question identifier to access a marketing question from a database.

8. (ORIGINAL) The method according to claim 6, wherein said marketing question and said marketing pool definition are received from a marketer.

9. (ORIGINAL) The method according to claim 6, further comprising:  
(e) identifying a player corresponding to said marketing pool definition.

10. (ORIGINAL) The method according to claim 1, further comprising:  
(d) formulating an offer to the player.

11. (ORIGINAL) The method according to claim 10, further comprising:  
(e) presenting said offer to the player.

12. (ORIGINAL) The method according to claim 10, wherein said offer comprises an offer of compensation comprising at least one of:

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- compensation to offset a gambling loss;
  - an erasure of a debt;
  - an erasure of a gambling loss;
  - a waiver of an otherwise due required purchase or payment;
  - cash;
  - credit;
  - participation in a skill or chance game;
  - a gambling token;
  - an increase in odds of winning;
  - an increased prize table;
  - an insurance protection against a loss;
  - an ability to play a higher denomination currency gaming machine for a lower denomination currency;
  - a free use of an extra slot in a multi-slot slot machine;
  - an ability to play for free;
  - an ability to have winnings rounded up to a higher level;
  - an entertaining video clip;
  - an entertaining audio clip;
  - an entertaining music clip; and
  - an auxiliary benefit comprising at least one of:
    - a free meal,
    - a subsidized meal,
    - a free room, and
    - a subsidized room.

13. (ORIGINAL) The method according to claim 1, wherein said step (c) comprises:

- (1) transmitting said compensation in a time period proximate to receipt of said response from the player.

14. (ORIGINAL) The method according to claim 1, wherein said compensation dispensing machine comprises at least one of:

- a slot machine;
- a gaming machine;
- a point-of-sale (POS) terminal;
- a vending machine;
- a digital audio dispensing machine;
- a digital music dispensing machine;
- a digital video dispensing machine;
- a kiosk;
- a ticket dispenser;
- a stamp dispenser; and
- an automated teller machine (ATM).

15. (ORIGINAL) The method according to claim 1, further comprising:

- (d) formatting marketing program results based on said responses.

16. (ORIGINAL) The method according to claim 15, further comprising:

- (e) transmitting said marketing program results to a marketer.

17. (ORIGINAL) The method according to claim 1, wherein said step (c) comprises at least one of:

- (1) transmitting tangible compensation to the player;
- (2) transmitting said compensation to the player upon receiving said response;
- (3) transmitting said compensation to the player via an automated device; and
- (4) transmitting said compensation proximate in time to receiving said response.

18. (ORIGINAL) The method according to claim 1, wherein said compensation comprises at least one of:

- an erasure of a debt;

an erasure of a gambling loss;  
a waiver of an otherwise due required purchase or payment;  
cash;  
credit;  
a gambling token;  
an increase in odds of winning;  
an increased prize table;  
an insurance protection against a loss;  
an ability to play a higher denomination currency gaming machine for a lower denomination currency;  
a free use of an extra slot in a multi-slot slot machine;  
an ability to play for free;  
an ability to have winnings rounded up to a higher level;  
an entertaining video clip;  
an entertaining audio clip;  
an entertaining music clip; and  
an auxiliary benefit wherein said auxiliary benefit comprises at least one of:  
    a free meal,  
    a subsidized meal,  
    a free room, and  
    a subsidized room.

19. (ORIGINAL) The method according to claim 1, wherein said marketing question comprises at least one of:

a survey;  
an advertisement;  
a promotion;  
a focus group;  
a lottery;  
a gift; and

a proposition of an agreement including a commitment to be accepted by the player.

20. (ORIGINAL) The method according to claim 1, wherein said step (b) comprises:

- (1) receiving said response wherein said response comprises at least one of:  
feedback;  
a commitment; and  
an acceptance of an offer to accept a commitment.

21. (ORIGINAL) The method of claim 1, wherein the response is received verbally.

22. (ORIGINAL) The method of claim 1, wherein the response is received via manual input.

A1 23. (ORIGINAL) A method for gathering marketing information from a player, the method comprising:

- (a) transmitting a marketing question to a player;  
(b) receiving a response to said marketing question from the player; and  
(c) transmitting a signal causing a compensation dispensing machine to provide compensation to the player at a time proximate to receipt of said response.

24. (ORIGINAL) The method according to claim 23, wherein said compensation dispensing machine is proximate in space to the player.

25. (ORIGINAL) The method according to claim 23, wherein said compensation dispensing machine comprises at least one of:

- a slot machine;  
a gaming machine;  
a point-of-sale (POS) terminal;  
a vending machine;  
a digital audio dispensing machine;

a digital music dispensing machine;  
a digital video dispensing machine;  
a kiosk;  
a ticket dispenser;  
a stamp dispenser; and  
an automated teller machine (ATM).

26. (ORIGINAL) The method according to claim 23, wherein said compensation comprises at least one of:

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a payment;  
an increase in odds;  
an additional bonus payment amount;  
compensation to offset a gambling loss;  
an erasure of a debt;  
an erasure of a gambling loss;  
a waiver of an otherwise due required purchase or payment;  
cash;  
credit;  
a gambling token;  
an increase in odds of winning;  
an increased prize table;  
an insurance protection against a loss;  
an ability to play a higher denomination currency gaming machine for a lower denomination currency;  
a free use of an extra slot in a multi-slot slot machine;  
an ability to play for free;  
an ability to have winnings rounded up to a higher level;  
an entertaining video clip;  
an entertaining audio clip;  
an entertaining music clip; and

an auxiliary benefit comprising at least one of:

- a free meal,
- a subsidized meal,
- a free room, and
- a subsidized room.

27. (ORIGINAL) The method according to claim 23, wherein said step (a) comprises:

- (1) transmitting said marketing question to the player at an appropriate time.

28. (ORIGINAL) The method according to claim 23, wherein said step (a) comprises at least one of:

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- (1) determining a marketing pool definition;
  - (2) identifying a player within said marketing pool definition;
  - (3) receiving a marketing question from a marketer;
  - (4) selecting a marketing question for the player;
  - (5) determining a marketing question that is appropriate for said marketing pool definition;
  - (6) selecting the player to participate if the player has previously indicated a willingness to participate; and
  - (7) providing a different offer of compensation for a player who has declined to participate in a marketing program in hopes of garnering participation.

29. (ORIGINAL) The method according to claim 23, wherein said step (b) comprises:

- (1) receiving said response wherein said response comprises at least one of:
  - feedback;
  - a commitment; and
  - an acceptance of a proposed agreement.

30. (ORIGINAL) The method according to claim 23, wherein said step (b) comprises:

- (1) determining said compensation amount based on said response.



31. (ORIGINAL) The method according to claim 23, wherein said step (b) comprises:

(1) receiving said response from at least one of:

- a network communications system;
- a keypad;
- a keyboard;
- a touchscreen;
- a voice recognition system;
- an audio input via a microphone;
- a video input via a camera; and
- a key.

32. (ORIGINAL) The method according to claim 23, wherein said step (c) comprises:

(1) directing said compensation dispensing machine to provide said compensation.

33. (ORIGINAL) The method according to claim 23, wherein said step (c) comprises at least one of:

- (1) providing compensation including marketing program items including at least one of coupons, demonstrations, discounts, trials, and gift certificates;
- (2) placing an advertising logo on a payline;
- (3) retroactively activating a payline in exchange for gambling plays;
- (4) providing said compensation dependent upon said response of the player; and
- (5) providing said compensation dependent upon losses of the player tracked via at least one of:

- a player tracking card,
- a record of a slot machine, and
- an observation.

34. (ORIGINAL) The method according to claim 23, further comprising:

(d) receiving player information.

35. (ORIGINAL) The method according to claim 34, wherein said step (d) comprises:  
(1) receiving a player identifier (ID).
36. (ORIGINAL) The method according to claim 34, wherein said step (d) comprises:  
(1) using said player identifier to access player information from a database.
37. (ORIGINAL) The method according to claim 34, wherein said step (d) comprises:  
(1) identifying said marketing question appropriate for the player.
38. (ORIGINAL) The method according to claim 34, wherein said step (d) comprises:  
(1) determining an appropriate time to ask said marketing question.
39. (ORIGINAL) The method according to claim 38, wherein said step (a) comprises:  
(1) transmitting said marketing question to the player at said appropriate time.
40. (ORIGINAL) The method according to claim 38, wherein said appropriate time is at least one of:  
a time when there is no interruption;  
a time when the player is losing;  
a time when a reel is spinning; and  
a time when a coin is dropping.
41. (ORIGINAL) The method according to claim 34, wherein said player information comprises at least one of:  
a name;  
a mailing address;  
a place of birth;  
an identifier;  
an email address;  
a phone number;

a demographic;  
a psychographic;  
a product preference; and  
a purchasing history.

42. (ORIGINAL) The method according to claim 34, wherein said player information is accessed from at least one of:

a tracking card;  
a survey;  
a form; and  
a slot machine.

43. (ORIGINAL) The method according to claim 23, further comprising:  
(d) transmitting said response to said marketing question to a marketer.

44. (ORIGINAL) A system that gathers marketing information comprising:  
a compensation dispensing machine that delivers a tangible benefit to a player proximate in space to said compensation dispensing machine, said tangible benefit compensates the player that provides a response to a marketing question;

a server coupled to said compensation dispensing machine that transmits said marketing question to said compensation dispensing machine, and receives said response from said compensation dispensing machine; and

a network coupled to said server.

45. (CURRENTLY AMENDED) The system of claim ~~42~~<sup>44</sup>, further comprising:  
a product fulfillment branch coupled to said network.

46. (CURRENTLY AMENDED) The system of claim ~~42~~<sup>44</sup>, further comprising:  
a marketing terminal coupled to said network configured to send said marketing questions to said server for transmission to said compensation dispensing machine.

47. (CURRENTLY AMENDED) The system according to claim 4244, wherein said compensation dispensing machine comprises at least one of:

- a slot machine;
- a gaming machine;
- a point-of-sale (POS) terminal;
- a vending machine;
- a digital audio dispensing machine;
- a digital music dispensing machine;
- a digital video dispensing machine;
- a kiosk;
- a ticket dispenser;
- a stamp dispenser; and
- an automated teller machine (ATM).

48. (CURRENTLY AMENDED) The system according to claim 4244, wherein said compensation dispensing machine is operable to deliver to the player in a time period proximate to said response a tangible benefit.

49. (ORIGINAL) A computer program product on a computer usable medium, the computer program product including program logic enabling a computer to gather marketing information from a player, the program logic comprising:

a transmitting logic module enabling a computer to transmit a marketing question to a player;

a response receipt logic module enabling the computer to receive a response to said marketing question from the player; and

a signal transmission logic module enabling the computer to transmit a signal causing a compensation dispensing machine to provide compensation to the player at a time proximate to receipt of said response.

50. (ORIGINAL) A computer program product on a computer usable medium, the computer program product including program logic enabling a computer to gather marketing information from a player, the program logic comprising:

a transmitting logic module enabling a computer to transmit a marketing question to a player proximate in space to a compensation dispensing machine;

a response receipt logic module enabling the computer to receive a response to said marketing question from the player; and

a signal transmission logic module enabling the computer to transmit a signal to said compensation dispensing machine providing compensation to the player.

51. (ORIGINAL) A system that gathers marketing information from a player, the system comprising:

A1 a question transmitter that transmits a marketing question to a player;

a receiver that receives a response responsive to said marketing question from the player;

and

a compensation signal transmitter that transmits a signal causing a compensation dispensing machine to provide compensation to the player at a time proximate to and responsive to receipt of said response.

52. (ORIGINAL) A system that gathers marketing information from a player, the system comprising:

a question transmitter that transmits a marketing question to a player proximate in space to a compensation dispensing machine;

a receiver that receives a response responsive to said marketing question from the player; and

a compensation signal transmitter that transmits a signal to said compensation dispensing machine, the signal responsive to said response thereby providing compensation to the player.

53. (ORIGINAL) A system for bringing together marketing information from a player, the system comprising:

means for sending a marketing question to a player;  
means for accepting a response responsive to said marketing question from the player;  
and  
means for triggering a means for distributing compensation to the player at a time proximate to receipt of and responsive to said response.

54. (ORIGINAL) A system for bringing together marketing information from a player, the system comprising:

means for sending a marketing question to a player proximate in space to a means for distributing compensation;  
means for accepting a response responsive to said marketing question from the player;  
and  
means for triggering said means for distributing compensation to the player.

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55. (ORIGINAL) A signal modulated on a carrier, said signal operable to gather marketing information from a player, the signal comprising:

a marketing question being sent to a player;  
a response responsive to said marketing question accepted from the player; and  
a trigger operable to distribute compensation to the player at a time proximate to receipt of and responsive to said response.

56. (ORIGINAL) A signal modulated on a carrier, said signal operable to gather marketing information from a player, the signal comprising:

a marketing question being sent to a player proximate in space to a compensation distributing machine;  
a response responsive to said marketing question accepted from the player; and  
a trigger operable to distribute compensation to the player.

57. (ORIGINAL) A method for capturing marketing information comprising:

- (a) receiving a marketing question at a compensation dispensing machine proximate in space to a player;
- (b) sending a response to said marketing question from the player; and
- (c) receiving a signal to provide compensation to the player at said compensation dispensing machine.

58. (ORIGINAL) A method for capturing marketing information from a player comprising:

- (a) receiving a marketing question at a compensation dispensing machine;
- (b) sending a response to said marketing question from a player; and
- (c) receiving, at said compensation dispensing machine, a signal to provide compensation dispensing machine providing compensation to the player at a time proximate to sending of said response.

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59. (ORIGINAL) A system that captures marketing information comprising:  
a question receiver that receives a marketing question at a compensation dispensing machine proximate in space to a player;  
a responder that sends a response to said marketing question from the player; and  
a signal receiver that receives a signal at said compensation dispensing machine that causes said compensation dispensing machine to provide compensation to the player.

60. (CURRENTLY AMENDED) A system that captures marketing information comprising:

- a question receiver that receives a marketing question at the location of a player;
- a responder that sends a response to said marketing question from the player; and
- a signal receiver that receives a signal that causes ~~said~~ a compensation dispensing machine to provide compensation to the player at a time proximate to said response.

61. (ORIGINAL) A method for a player to be compensated for responding to marketing questions comprising:

(a) receiving a marketing question at a compensation dispensing machine proximate in space to a player;

(b) indicating a response to said marketing question by the player; and

(c) receiving compensation from said compensation dispensing machine.

62. (ORIGINAL) The method according to claim 61, wherein said step (c) comprises:

(1) receiving compensation in response to said indicating a response.

63. (CURRENTLY AMENDED) A method for a player to be compensated for responding to marketing questions comprising:

(a) receiving, by a player, a marketing question;

(b) indicating a response to said marketing question; and

NA machine  
(c) receiving compensation from said compensation dispensing machine at a time proximate to a second time corresponding to said indicating of said response.

64. (ORIGINAL) A system that compensates a player for responding to marketing questions comprising:

a compensation dispensing machine proximate in space to a player operative to receive a marketing question; and

a response transmitter operative to transmit a response responsive to said marketing question, wherein said compensation dispensing machine is operative to dispense compensation to the player responsive to said response transmitter.

65. (ORIGINAL) A system that compensates a player for responding to marketing questions comprising:

a compensation dispensing machine operative to receive a marketing question; and

a response transmitter operative to transmit a response responsive to said marketing question, wherein said compensation dispensing machine is operative to dispense compensation to the player responsive to said response transmitter and at a time proximate to transmission of said response.



66. (ORIGINAL) A method for gathering marketing information from a player, the method comprising:

(a) preparing at least one marketing question and compensation for transmission to a controller, wherein the controller is operative to perform the steps of:

- (1) transmitting said at least one marketing question to a player,
- (2) providing responses to said at least one marketing question from the player, and
- (3) providing said compensation to the player at a compensation dispensing machine at a time proximate to said providing responses; and

(b) receiving said responses to said marketing question from the controller.

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67. (ORIGINAL) A method for gathering marketing information from a player, the method comprising:

(a) preparing at least one marketing question and compensation for transmission to a controller, wherein the controller is operative to perform the steps of:

- (1) transmitting said at least one marketing question to a player proximate in space to a compensation dispensing machine,
- (2) providing at least one response to said at least one marketing question from the player, and
- (3) providing said compensation to the player; and

(b) receiving said responses to said marketing question from the controller.

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68. (NEW) The method according to claim 1, further comprising:  
determining at least one of:

- a time when the player is losing, and
- a time when a reel is spinning; and

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in which transmitting the marketing question comprises:

transmitting the marketing question after the at least one determined time.

69. (NEW) The method according to claim 1, in which the player has a losing gambling history.

70. (NEW) The method according to claim 1, wherein said compensation comprises at least one of:

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- compensation to offset a gambling loss;
  - an erasure of a gambling loss;
  - participation in a skill or chance game;
  - a gambling token;
  - an increase in odds of winning;
  - an increased prize table;
  - an insurance protection against a loss;
  - an ability to play a higher denomination currency gaming machine for a lower denomination currency;
  - a free use of an extra slot in a multi-slot slot machine;
  - an ability to play for free;
  - an ability to have winnings rounded up to a higher level; and
  - an auxiliary benefit comprising at least one of:
    - a free room, and
    - a subsidized room.

71. (NEW) The method according to claim 1, wherein said compensation dispensing machine comprises at least one of:

- a slot machine; and
- a gaming machine.

72. (NEW) A method comprising:

- receiving player information about a player;
- determining a marketing question based on the player information;
- transmitting the marketing question to the player, the player being proximate in space to a gaming machine;

receiving a response of the player to the marketing question; and  
transmitting to the gaming machine a signal operable to instruct the gaming machine to  
provide monetary compensation to the player.

A2 73. (NEW) The method of claim 72, further comprising:  
transmitting to the gaming machine a signal operable to place an advertising logo on a  
payline of the gaming machine.

74. (NEW) The method of claim 72, further comprising:  
retroactively activating a payline of the gaming machine in exchange for gambling plays.

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